

An Empirical Investigation on Impact of Green Advertising among the Consumers Reference with TamilNadu Consumers

¹Johnsi Gloria

Research Scholar (Part Time)
AVVM.Sri.Pushpam College (Autonomous) Poondi,

²Dr.U.Rajan

Associate Professor
AVVM.Sri.Pushpam College (Autonomous) Poondi,
Affiliated to Bharahidasan University Trichirappalli-24

Abstract

The core intention of advertising is to attract new consumers and retain existing customers, in this 21st century phase consumers are lateral thinkers, they know very well about the products and its origin. Infinity of products advertisements frustrating the consumers to boycott to see, simply they skip the advertisements, so attracting the consumer is inevitable one. Here the end users are investigating very crucially about the advertisement; either it will give new messages to them. Modern consumers are highly aware about the eco-friendly; they are paying their attention to protect the nature and earth from global warming also willfully reduces the carbon emission. In this study the researcher clearly identifies how the green credential advertisements make impact on the consumers; India is one of the notable consumer countries among the world. Day by day new multinational organization is entering the market and starts their consumer goods very fast; hence they are in the need to give very informative advertisements to catch the attention of the consumers within the stipulated time interval.(www.ibef.org › Industry)India's advertisement spending touched Rs 67,603 crore (US\$ 9.67 billion) in 2019, up 11 per cent y-o-y. Digital advertising has emerged as the third largest advertising medium in India. It generated revenue worth Rs 15,467 crore (US\$ 2.21 billion) in 2019. The consumers expect emerging advertisement in all the media like TV, mobile, newspaper and magazines, in the modern 4G and wifi world passing the message is very easy. Within the time can share the product information through advertisement all over the world. Here the researcher has chosen the TamilNadu area to investigate how the green credential advertisement makes impact on their buying habit and life style very clearly.

Keywords: Green Credential Advertisement, product selection intention, consumer behavior.

1. Introduction

Green advertising is defined as a promotional message that attract consumers' needs and desires related to the environment (Zinkhan and Carlson, 1995). Only few researchers have investigated on how the environmental advertisement makes impact on consumer buying habit. The end users maintain some different techniques and ideas to choose the eco-friendly products, the green advertising research has developed by recent years, and people won't concentrate on the green products. The people's looks offers and samples by the company, due to the educational and societal value improvements, they can analyze the frequent advertisements and products. The researcher takes place the subject to the global notch, Patrick Hartmann (2015) In green advertising research, images of pleasant nature scenery have been classified as vague, unspecific and possibly ineffective green claims, as opposed to substantive, informational claims.

2. Research Methodology

The research is purely descriptive in nature, the researcher has chosen the primary data for his study, and they data have been collected from 400 respondents in the respective study area. Through the questionnaire method the data has been received and validated by a traditional way. From this survey method the researcher has found many facts and figures about the impact of green advertisement among the society. The respondents are private employees, businessman, professionals etc., In this research the researcher has chosen chi-Square method to find the significant difference between the variables.

2.1 Problem Statement

Literally the Indian consumers doesn't have interest to watch the advertisements carefully, during the time they share foods and started to talk their problems and prospective. In these phenomena the modern researcher finds the reason for how the consumer gets impact on green credential advertising. How the Indian peoples get diversification and understand the knowledge of the products through the green advertisement. The bunch of people eager to watch the green advertisement it is basically socio economic and credential oriented, how to apply their products eco-friendly, productively and economically. They really enjoyed the benefits of green environmental consumer products. The following are the major reason for this study.

- a.) How the consumers are diversified by green Adds
- b.) Is they realize the inputs of green Advertisements
- c.) How the green and credential advertisement makes impact on life style

2.2 Objective of the Study

- To understand the buying behavior of consumers by green advertising
- To know the relationship between the green advertisement and life style change.
- To find the impact of green advertisement with the domestic consumers
- To know the reality of the green advertisement on individual life

2.3 Limitations

The study compressed only with the 400 selected samples, the geographical area is also one of the major reasons to restrict the study. Time and money is one of the major constraints to the study.

2.4 Research Hypothesis

- H0 There is no significant association between consumer awareness on green credential advertising towards consumer educational qualification
- H0 There is no significant relationship between Green advertising towards consumer income level
- H1 There is an significant relationship between consumer life style with green advertisement
- H1 There is an significant association between green advertisement with consumer social awareness

3. Review of Literature

Lindsay Richards (2013) examine that the twenty-first century has seen a significant increase in environmental awareness and activism, which has ultimately developed into a pro-environmental trend. Similar to previous societal trends such as cigarette smoking and fashion fads, environmentalism has recently entered the advertising world under the term “green advertising.” This research aimed to identify the impact of green advertising through evaluating consumers’ connection to the environment, trust in advertising and willingness to purchase green products. An analysis of 107 online survey responses indicated that consumers are generally skeptical of green advertisements, and have clear motivating and deterring factors when purchasing green products. This research is useful for advertisers, as it can help environmental firms understand and reach their target consumers more effectively

Dr. Utkal Khandelwal (2013) examine that the purpose of this article is to find out the green advertising factors affecting purchase intention literature, and then to develop a simpler and more precise model of purchase intention. In this article, green advertising is taken as the instrument of measuring difference in purchase intention for metro and non-metro consumers. It is obviously hypothesized that metro and non-metro customers exhibit different degree of purchase intention for eight variables taken in the present study. The conceptual framework of factors affecting customer attitude-including credibility, consumers' trust, viewers' attitudes, brand image, the media, green education, reference group influence and perceived effectiveness of environmental behaviour-is developed by examining the

theoretical foundation for general products and services. Linear regression and the z-test method were used to measure the impact of these attributes of green advertisement on purchase intention and difference in metro and non-metro customers, respectively. Results show that the purchase intention develops through the dimensions of green advertising, such as viewers' attitudes, brand image, the media, green education, reference group influence and perceived effectiveness of environmental behaviour; these have a significant difference in these two regions and purchase intention based on credibility and consumers' trust have no significant difference. Regression results establish a significant positive linear relationship between green advertising and purchase intention variables taken for the study in both the region. The article proposes a conceptual framework of green advertising factors affecting purchase intention. Results on difference of the green advertisement lead to purchase intention in metro and non-metro customers and linear impact of the same on purchase intention will help marketers, academicians and strategists in better understanding of these markets in formulation of better policies.

4. Data Analysis and Interpretation

VII. Data Analysis

Table.4.1 Classification of Respondents Based on Gender

Type	Number of Respondents	%
Male	155	38.75
Female	245	61.25
Total	400	100%

Table.4.2 Classification of Respondents Based on Income Level

Type	Number of Respondents	%
5000-1000	139	34.75
1000-20000	133	33.25
21000-30000	85	21.25
30000 and above	43	10.75
Total	400	100%

Table.4.3 Classification of Respondents Based on Age Group

Type	Number of Respondents	%
20-29 years	118	34.75
30-39 years	134	33.25
40-49 years	82	21.25
Above 50 years	66	10.75
Total	400	100%

Table.4.4 Classification of Respondents on the Basis of Employment

Type	Number of Respondents	%
Private	182	45.5
Business	91	22.75
Professional	55	13.75
Government	72	18
Total	400	100%

Assessing there is no significant association between consumer awareness on green credential advertising towards consumer educational qualification

To appraise that, there is no significant relationship between the consumer awareness with their educational qualification. Whether there is a connection between the variables or not, here chi-square test was conducted to identify the relations between the given values, the productive results were given below.

Tabel.No.4.5

There is no significant association between consumer awareness on green credential advertising towards consumer educational qualification

		Existence of understanding between the green advertisement with consumer educational level			Chi-square value
		Yes	No	Total	
Gender	Men	81	74	155	73.49 p = 7.815
	Women	132	113	245	
Total		213	187	400	

The above table 4.5 it is inferred that, there is no significant relationship between the consumer educational level toward the green advertising, the chi-square test results was given below, the chi square test value (calculated value) is 73.49 it is greater than the chi square table value of (7.815), hence, the null hypotheses (H₀) is rejected at 5% level of significance. The outcomes of the calculations denote that there is a relationship between the green advertisements with consumer educational qualification. Consumers can think and do accordingly their educational knowledge and exposures.

Assessing there is no significant association between green advertisements toward consumer income level

The income level of consumers may or may not suffer the buying habit of the consumers, it is purely depends on their personal experience. Here the researcher has framed the null hypothesis that there is no significant relationship of income level with green advertisement towards the purchase of products. Chi –square test was performed over the values and the suitable results were given below in sequence.

Tabel.No.4.6

There is no significant association between green advertisements toward consumer income level

		Existence of green advertisement towards income			Chi-square value
		Level			
		Yes	No	Total	2.9288 p = 7.815
Gender	Men	65	90	155	
	Women	102	143	245	
Total		167	233	400	

The above table inferred that, there is no significant relationship between the green advertisements toward consumer income level, chi-square test were conducted on the given values, the calculated value is 2.9288 which is less than the table value of 7.815, hence the null hypothesis is accepted at 5% level of significance. The outcome of the table calculation is there is a relationship between the consumer income levels with green credential advertisement towards the purchase of products.

Assessing there is a significant relationship between consumer life style with green advertisements

How the green advertisement makes impact on the consumer life style, the values are keenly analyzed and examined by the researcher. The results were given below with the help of chi-square test; the hypothesis framed by the researcher is there is a correlation between them. Whether the consumers really get diverted by the green credential advertisement or not, here the results are:

Tabel.No.4.7

There is significant relationship between consumer life style with green advertisements

		Existence of consumer life style with green advertisement			Chi-square value
		Yes	No	Total	
Gender	Men	92	63	155	74.26 p = 7.815
	Women	123	122	245	
Total		215	185	400	

The above table 4.7 inferred that the test was performed by the researcher, the chi-square test value is (calculated value) 74.26 which is greater than the table value of 7.815; hence the hypothesis is rejected at 5% level of significance. Hence there is no significant relationship between the consumer life style with green advertisements. Green advertisement is no way connected with the consumer life style; they can perform by their experience.

Assessing there is a significant association between green advertisements with consumer social awareness

In the recent year's consumers having curiosity on social awareness and willing to buy eco-friendly products, they interested to listen the green credential advertisements. Here the researcher has framed a hypothesis on there is a significant association between green advertisements with consumer social awareness. Chi-square test was performed over the values give below.

Tabel.No.4.8

There is a significant association between green advertisements with consumer social awareness

		Existence of green advertisements with consumer social awareness			Chi-square value
		Yes	No	Total	
Gender	Men	70	85	155	138.58 p = 7.815
	Women	155	90	245	
Total		225	175	400	

From the above table 4.8 inferred that the chi square test value is (calculated) 138.58 is greater than the chi-square test value 7.815, hence the hypothesis is rejected at 5% level of significance. The outcome of the test is there is no association relationship between the consumer social awareness with green credential advertisements. The consumers won't deviate by the green advertisements; they simply prefer the eco-friendly products by their habit only.

VIII. (i) Findings

1. The above table 4.5 it is inferred that, there is no significant relationship between the consumer educational level toward the green advertising, the chi-square test results was given below, the chi square test value (calculated value) is 73.49 it is greater than the chi square table value of (7.815), hence, the null hypotheses (H₀) is rejected at 5% level of significance. The outcomes of the calculations denote that there is a relationship between the green advertisements with consumer educational qualification. Consumers can think and do accordingly their educational knowledge and exposures.
2. The above table inferred that, there is no significant relationship between the green advertisements toward consumer income level, chi-square test were conducted on the given values, the calculated value is 2.9288 which is less than the table value of 7.815, hence the null hypothesis is accepted at 5% level of significance. The outcome of the table calculation is there is a relationship between the consumer income levels with green credential advertisement towards the purchase of products.

3. The above table 4.7 inferred that the test was performed by the researcher, the chi-square test value is (calculated value) 74.26 which is greater than the table value of 7.815; hence the hypothesis is rejected at 5% level of significance. Hence there is no significant relationship between the consumer life style with green advertisements. Green advertisement is no way connected with the consumer life style; they can perform by their experience.
4. From the above table 4.8 inferred that the chi square test value is (calculated) 138.58 is greater than the chi-square test value 7.815, hence the hypothesis is rejected at 5% level of significance. The outcome of the test is there is no association relationship between the consumer social awareness with green credential advertisements. The consumers won't deviate by the green advertisements; they simply prefer the eco-friendly products by their habit only.
5. Green advertisement makes a huge impact on consumers now days, but they failed to capture the youngsters mind, hence the corporate takes initiative to focus on the young generation of the country.
6. Green advertisements do not change the buying habit of the poor people
7. Literally the middle income groups continue their routine habit of purchase and they concentrate only little bit of interest on green and eco-friendly products.

VIII. Summary and Conclusions

This study aims to discover the influence of the green credential advertisements with the consumers, by the research findings; the researcher has finalized the systematic work by table and calculations. The green credential advertisements strategy must be useful to the end users and it should be encouraged to buy the products. Before they give advertisements they study about the consumers the fast moving consumer goods (FMCG) manufactures having more responsibility than others; they must provide quality of advertisements towards the getting attention of the new consumers. The credibility of the consumers on brand chosen, product loyalist is differing from one person to another; green product strategy may not work sometimes. Firms like non eco-friendly may suffer the major audience of the society, they teach us the green advertisements makes the promotional oriented one by the way subsequently only on the environment concerns not to the human benefits. In this study the researcher has chosen 400 respondents and the selective questionnaire has been framed and distributed with them. The relationship between the variables have been discussed above, the companies have to adopt new promotional strategies to divert the consumers towards the eco friendly products. The researcher has found some useful informative information from the investigation, this study focuses the quality, service, credibility, awareness, and other segments related to the consumer. Literally the green advertisement makes rabbit changes among the new generation, they show some changes in their attitude of buying and product selection, moreover it is differ from the traditional method.

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